

FY 2008 Annual Program Performance Measures

DEPARTMENT: MICHIGAN DEPARTMENT OF LABOR & ECONOMIC GROWTH

APPROPRIATION UNIT: WORKFORCE DEVELOPMENT

PROGRAM: Bureau of Labor Market Information & Strategic Initiatives

TIMELINE: October 1, 2008 through September 30, 2009

PROGRAM MISSION STATEMENT (Customer-Focus Direction)

To provide quality economic and workforce information and analysis to guide Michigan's policy makers and benefits the Bureau's customers.

VISION STATEMENT

To be a customer driven organization, recognized as the prime source of accurate, timely and objective economic and workforce information and analysis, supported by a culture that promotes the Department's core values and motivates employees to develop and grow.

PROGRAM STATEMENT

The Bureau of Labor Market Information & Strategic Initiatives provides labor market information, economic and workforce research and analysis, and program measurement data and services. It functions as the central information and research support group for the Department.

The Office of Labor Market Information

The Office of Labor Market Information (OLMI) is responsible for the development and maintenance of the workforce information system in Michigan. OLMI produces all of the official labor market information for the state and its regions, and is responsible for providing labor market analysis, products, and services to business, workforce and economic development, education, and other key customers.

The Office of Strategic Initiatives

The Office of Policy, Planning, and Strategic Initiatives is responsible for conducting research and analysis to guide policy and program development for DLEG, and responding to information requests from Michigan businesses, MEDC staff, the Governor's office, and the public.

FUNDING SOURCES:

Bureau of Labor Statistics Grant – US DOL

Workforce and Information Core Product and Service Grant – US DOL

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CUSTOMERS:

The Governor's office, policy-makers, DLEG bureaus, Michigan residents/taxpayers, Michigan business community, chambers of commerce, State and local workforce boards, economic developers, schools/educators, students/jobseekers, entrepreneurs, regional planners, labor unions, business & economic consultants, researchers, the media, M-TEC Centers, Bureau of Labor Statistics, Employment & Training Administration, internal bureau sections, other federal, state and local agencies.

MAJOR PRODUCTS AND SERVICES OF THE BUREAU:

Employment & Unemployment Data

Data on Industries

Data on Occupations

Wage information

Employer databases

Labor Market Information publications

Analysis of labor market trends

County and regional data and analysis

Labor Market Information website

Presentations, training, conferences

Press releases

Workforce and economic research

Detailed responses to internal and external information requests

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The Michigan Department of Labor & Economic Growth, Bureau of Labor Market Information & Strategic Initiatives (LMISI) is the source of a wide array of information on Michigan's labor market; including information on jobs, unemployment, wages, industries, and occupations. The bureau produces a diverse range of products and services that assist the state's workforce boards, economic development activities, educational institutions and many state and private organizations.

- **Produce and disseminate industry and occupational employment projections**

Michigan completed its statewide short-term industry and occupational projections with a base period of second quarter 2007 and a target of second quarter 2009. Statewide long-term industry and occupational forecasts from 2006 to 2016 were also completed.

The statewide long-term (2006 - 2016) forecast tables and reports, as well as, the statewide short-term (2007.q2 - 2009.q2) forecasts were published on the LMI website in July 2008. A statewide analysis of the long-term projections was also posted on the website in July.

- **Publish an annual economic analysis report for the governor and the SWIB**

Michigan produced and published the reports for the use of the Governor's office, the Council of Labor & Economic Growth (CLEG), and senior leadership of the Department of Labor & Economic Growth

- **Michigan's Economic and Workforce Indicators – Summer 2008**

This economic indicator publication provides a biannual update on a variety of economic, employment, innovation, and workforce indicators. It is designed to deliver time-series analysis and comparative data with competitive regions. Indicators in this edition included employment and industry job measures, Business Employment Dynamics, Jobs in High-Tech Industries, Michigan Exports, Migration of Young Knowledge Population, Per Capita Income, College Graduations/Tech Degrees, Motor Vehicle Production, and Motor Vehicle Employment.

- **Assessing the Global Competitiveness of Michigan's Workforce**

LMISI produced this analysis of the global competitiveness of Michigan's workforce for the Global Competitiveness committee of CLEG, the state workforce board. LMISI staff produced a report comparing Michigan to other states, and the U.S. to global leaders on a series of measures in three categories: human capital, the knowledge economy, and education and skills. Examples of measures in the study include technological transfer, participation of four year olds in education, young knowledge workers, and the percentage of the workforce in at-risk/low skill occupations.

FY 2008 Annual Program Performance Measures

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- **Post products, information, and reports on the Internet.**

Michigan completed and launched its new LMI website based on the Workforce Informer platform in June 2006. The site was upgraded include the ability to perform queries of the Workforce Information Database via the Data Explorer feature, searches of the website's data and article topics and user help functions. Customers are also able to access and customize information in a dynamic and interactive environment. Links to resources for career and economic information continue to be added.

Many products were posted to the site during 2008. A few examples include:

- Business Employment Dynamics
- Local Employment Dynamics
- Annual Planning Information Reports 2008
- Occupational Wages 2006
- Michigan Economic and Workforce Indicators
- WARN Notices 2007-2008
- Michigan Industry Highlights Analysis
- Mass Layoff Analysis
- Michigan's Labor Market News
- Michigan's Talent Bank Job Seeker Summaries

There were nearly 330,000 total visits to our website www.michigan.gov/lmi in 2008. The number of total website visits was nearly twice the amount reported in 2007.

LMISI also produced information products targeted specifically for local workforce board strategic planning needs or for the use of local board staff or service center clients. Examples of these products include:

- **Michigan's LMI Quick Reference Guide** – This publication was revised and updated. It is designed for use by front-line MWA service center staff working directly with clients. It provides a brief outline of key LMI data sets and why they are useful, with step-by-step instructions on downloading them from the web. The revision introduced new LMI products and publications and expanded the section on useful workforce information websites.

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- **Michigan's Career Outlook 2014 brochures** – Data was developed from the regional 2014 occupational forecasts to update the content of this career information for Michigan and 18 regions in the state. These brochures provide information on high-growth rate occupations, occupations that supply large numbers of annual job openings, and high-growth occupations requiring different levels of education and training. These brochures were supplied to all local workforce board resource rooms in the fall of 2008.
- Produced **Annual Planning Information** reports for each of 25 local Michigan Works! agencies. These customized documents provide information and analysis on key local economic, demographic, and labor market indicators. They are utilized by workforce boards to develop annual plans, grants, service center program plans, environmental scans, local demand occupation lists, and in strategic planning. Information was supplied to boards in print and electronic format, and made available to other users via the labor market information website.
- Twice annually, multiple copies of the **Analyst Resource Center Employer Database** were supplied to service centers of Michigan Works! agencies that have signed license agreements. These databases supply valuable employer contact information for the use of jobseekers in the local service centers.
- The **Michigan Talent Bank Penetration Reports** were provided quarterly to all 25 Workforce Development Boards. This product provides boards with information on the share of businesses in their region utilizing the Michigan Talent Bank labor exchange system. It serves as an indicator of the WIB's degree of penetration in the employer market and provides comparisons with other local boards.
- **Conduct special studies and economic analyses**
 - LMISI provided information support on a continual basis to the Governor's office and DLEG executive staff.
 - LMISI prepared county or regional profiles on multiple occasions for the Governor's office. These profiles were frequently used as briefing material for regional forums throughout the state.
 - A document was prepared for the Governor's office on Michigan growth industries and recent trends in nonfarm jobs minus the auto sector.
 - An analysis of auto industry job trends was also produced for the Governor's office
 - LMISI produced an analysis for the DLEG executive office which correlated educational attainment rates by state with a variety of other economic indicators

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- Information and analysis was compiled for the department director for a presentation on the *[Future of Michigan's Workforce](#)*.

LMISI published on a monthly basis the **Michigan Labor Market News**. This print and web-based report provides information on the state's labor market and industry trends, as well as trends in the state's metro areas and regions. It also provides short articles on a variety of economic and labor market topics.

Two press releases were issued for each month of the program year. One release focused on the State of Michigan, providing analysis to the media and the public on the state employment, unemployment, and unemployment rate trends and significant movements in payroll jobs. The releases focused on employment trends both over the month and over the past year. The second monthly release presented similar information for Michigan's 17 regional labor markets. LMISI central office and regional staff provide expert analysis to supplement these press releases via numerous interviews with print and electronic media.

LMISI generated **Michigan Teen Summer Job Outlook** forecasts for the summer of 2008. These were issued to the media via a department press release.

Bureau staff responded to 11,500 requests for workforce information during 2008. Some of these requests involved basic dissemination of labor market indicators such as employment and unemployment, wage, industry employment, occupational outlook, state and local career trends, and occupational skills information. Many others required much more in-depth data production and analysis, or consulting with customers on the application and use of workforce information.

LMISI staff developed customized presentation modules targeted at customer groups such as Workforce Board members, workforce board staff, employers, educators, and economic developers. Other sessions were designed to deliver career and occupational information to clients of Michigan Works! service centers and high school or community college students. About 600 persons attended these presentation sessions during 2008. Examples of these presentation topics include:

- Hot Jobs Through 2014
- Local Employment Dynamics
- LMI Website Training for Business Service Staff
- Workforce Information Resources & LMI Website Training
- Workforce Board Presentations on Regional Labor Market Trends

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- Career Planning & Assessment
- Effects of Congressional Budget Action on Regional CES Data
- LMIS Information and Resources
- Dollars & Sense: The Capital Area Insurance & Financial Services Workforce
- East Central Health Care: 3 Years of Regional Collaboration
- Industry and Labor Force Trends
- Occupational Outlook in the Saginaw Metro Region
- LMI and the Jobs of the Future
- Regional Employment Trends & Occupational Outlook

Produced a comprehensive analysis of labor market trends for Michigan women to be used by the *Michigan Women's Commission*. The document highlighted unemployment trends, jobs by occupation and industry, degrees awarded and program completers, and information on hours of work, earnings, and poverty status for women in the state.

LMIS produced an analysis of employment and unemployment status, occupational distribution, and earnings for Hispanics in Michigan for the *Michigan Commission on Spanish-Speaking Affairs*.

Produced quarterly customized **Michigan Talent Bank Job Seeker Summaries**, which provide demographic detail on the applicant pool for all 25 Michigan Works! agencies. Workforce boards were provided with customized data for their region on the number of Talent Bank applicants by occupation, the occupational distribution, as well as information on the educational attainment of applicants. State data was also supplied for comparison. In addition, information was supplied on the occupational distribution of Michigan Talent Bank job orders. These profiles were also provided to the public on the DLEG labor market information website.

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Challenges for FY 2009:

- Two Federal grants make up the Bureau's primary funding sources and create the basis for much of the data production, research and analysis. The funding of these grants continues to be reduced each year, necessitating the Bureau find offsets to meet expenses. Again, in PY 2009 both grants have failed to maintain budget levels required to support staff that delivered PY 2008 programs, projects and support services for the state. Major efforts to modify business operations and procedures will be necessary to maintain LMISI's status quo.
- Without State general funds to offset federal cut backs LMISI must rely on marketing its products and services to generate funds to support staffing levels. An aggressive marketing plan has been undertaken for PY 2009.
- As LMISI moves to enhance its research and analysis capability to meet changing state and competitive needs, the bureau must upgrade its workforce skills and tools to be successful. In addition, LMISI needs to assess its resources in light of the changing BLS and ETA strategic shifts in program content.